

CITY OF NEWPORT BEACH  
SPECIAL EVENTS ADVISORY COMMITTEE MEETING  
City Council Conference Room  
October 1, 2009, 4 p.m.

**Minutes**

X – In attendance

A - Absent

**Members**

X	Laura Davis, Fashion Island	X	Marshall Topping, Topping Events, Inc.
X	Janis Dinwiddie, Dinwiddie Events	X	Judith Brower Fancher, Brower, Miller & Cole
X	Kim Severini, Visit Newport Beach, Inc.	X	Jim Donnell, Citivest, Inc.
X	Kirwan Rockefeller, U.C. Irvine		

**Staff Present**

Sharon Wood, City of Newport Beach, Assistant City Manager

Leigh DeSantis, City of Newport Beach, Economic Development Administrator

Loretta Walker, Visit Newport Beach, Inc., Director of Administration as Recording Secretary

**Others Present**

No others were present at this meeting.

**Call to Order**

Laura Davis, Chairperson, called the meeting to order at 4:05 p.m.

**Self Introductions**

All members introduced themselves and gave a brief overview of their businesses.

**Brown Act**

Leigh DeSantis gave all members copies of "Open & Public IV: A Guide to the Ralph M. Brown Act." The basic thrust of this publication is that public business should be conducted in a public place and meeting agendas must be posted and be available to the public. Also, conversations or gatherings outside of a public meeting at which local agency business is discussed or transacted violate the Brown Act. This would include the use of email to discuss agency business.

**Committee's Role**

Laura Davis gave out copies of the roles and responsibilities of the Special Events Advisory Committee for all to read, noting that the committee's mission is to provide evaluation assistance when public support for special events is proposed and to provide professional marketing guidance on the merits of special events and their benefit to the community.

Sharon Wood pointed out that the committee is to recommend criteria to the City Council to be used in evaluating future requests for City support of an event, evaluate the benefits of special events and provide the City Council with professional advice on how the benefits relate to the support being requested. The Council's decision on funding is made when they adopt the budget in June. At present, the City does not have a designated sum of money for special events and no criteria for funding. The Special Events Committee is to provide a professional review and advice on their decision and the Council will make the final decision. The city attorney can decide

from the criteria set forth by the committee if events are not within the criteria; such as, a store opening that also benefits a charity.

Kirwan Rockefeller said that since he is an officer for the Newport Beach Film Festival, he would be able to share information and answer questions regarding the Film Festival, but could not vote on a recommendation regarding the Film Festival.

#### **Establish a Schedule for Regular Meetings**

Laura Davis suggested that the committee have regularly scheduled monthly meetings and then as needed in preparation for next year's budget. The Committee set a goal of February 2010 to have in place evaluation criteria and application forms.

#### **Master Calendar**

A 2010 Newport Beach Calendar of Events was presented so that a further citywide master calendar of special events can be created. This will provide advice on event coordination throughout the city so that event organizers, city businesses, residents and visitors can derive maximum benefit and minimum impact from such special events in terms of economics, mobility, timing and effectiveness.

This calendar could be shown on the city, chamber of commerce and Visit Newport Beach, Inc. websites.

#### **Discussion of Criteria for Evaluating Applications**

Laura Davis and Kim Severini shared a collection of different cities' criteria being used for special events assistance.

It was suggested that the Committee develop a point system with guidelines to evaluate the benefits of each event so the Committee is as objective as possible. This will protect the city by having more concrete information if requests are turned down.

Kim Severini suggested that the applicants disclose if they are asking for money from other entities, since she and other committee members are aware some of the events that the City is funded are also being funded by other entities.

Before the next meeting committee members will:

- Review all materials and the calendar of events handed out at the meeting
- Send their top criteria for discussion to Leigh DeSantis by October 22nd who will condense it and compile notes for discussion

Judy Fancher will be out of town on November 5<sup>th</sup> but will hand in her criteria to Ms.DeSantis.

#### **Adjourn**

The meeting was adjourned at 5:03 p.m.

#### **Next Meeting**

The next meeting will be on Thursday, November 5<sup>th</sup> at 4 p.m. at TBD

Respectfully submitted by

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Loretta Walker,  
Recording Secretary